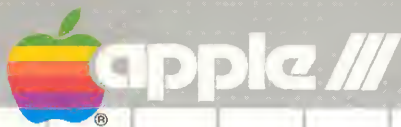


apple

Information Analyst *More Than A Worksaver*





The Value of Your Time



Benjamin Franklin said it best: time is money. Particularly in business, where financial success is often the direct result of time wisely invested.

Are you making the best use of your time?

Think about it. What if you could analyze data faster than ever before? What if you could examine more elements of a sales forecast—and meet your deadline with time to spare? What if you could communicate bid factors to clients more quickly? Wouldn't your time be more productive?

The Apple /// Information Analyst System has been designed specifically to tackle the tasks that eat into your business day. Tasks like preparing detailed budgets. Performing complex pricing analyses. Developing long-term schedules. Determining returns on investments. Ascertaining the time value of money. Maintaining a comprehensive mailing list. And more.

But is that all a computer system should do for you?

In a fast-moving, productive office, it should do even more. That's why the Apple /// is also a full-function word processor, ready to tackle your paperwork problems, too. It can help you create letters, memos, reports, even books in record time. That's another reason why the Apple /// is more than a worksaver. It's the simple, affordable solution to many complex business problems.

The Apple /// Information Analyst. Put it to work increasing the value of your time.



The Managerial Tool Box

Apple III grew from an understanding of your needs. The Apple III Information Analyst helps expand your personal efficiency — so that you can concentrate on the creative aspects of your job.

Memory Capacity for People Who Can Business

Sophisticated tasks demand large memory, and the Apple III Information Analyst has it: 128 K bytes. So you can develop forecasts around sophisticated models, sort large files rapidly, and still have room to grow!

The Data Bank

Apple III's convenient, built-in disk drive means greater user efficiency, and easy, cost-effective system expansion, too. You're more productive, because Apple III lets you store and retrieve data in just seconds. You're saving money, because Apple III lets you add up to three external disk drives without purchasing additional control hardware or software.

Convenience is the Key

You can't beat Apple III for efficient data entry. Its keyboard has been sculptured for maximum typing speed and accuracy. And all key tops are textured to guard against glare (and finger slips, too). Standard features

include auto-repeat on each key for repetitive character entry, and four directional cursor control keys for single-keystroke cursor movement.

Apple III Has Your Numbers

Knowing that business computing demands rapid numerical entry, the Apple III Information Analyst has been designed with a built-in, calculator-style, numeric key pad. It's a bonus for anyone used to "touch typing" entries on a desk-top calculator.

See It... And Believe It

Entered data appears on a 12", high-resolution, video monitor. It displays clear, crisp text that's easy on the eyes. And Apple III's professional, 80-character, upper/lower case display gives you an accurate picture of what your reports will look like when printed.

The Perfect Couple

Apple III has been engineered to grow with your needs. Two built-in interfaces—one for a telephone interface or letter-quality printer, the other for an Apple

Silentype™ thermal printer—make your first system expansions quick and economical. Other accessories plug into expansion slots inside the system.



The Electronic Worksheet

The Apple III Information Analyst System offers VisiCalc™ III, an outstanding software tool for forecasting and modeling. Any problem you might wish to tackle using rows and columns can be solved quickly—and accurately—with Apple's VisiCalc III.

A Tool for Every Manager and Professional

VisiCalc III is a manager's right arm. Administrators can use it to plan budgets, compare actuals with forecasts, and modify projections. Accountants can rapidly calculate rate-of-return, formulas, and financial statements. Marketing managers can develop highly accurate forecasting models and pricing strategies to guide their efforts. Engineers will find VisiCalc III helpful to create models, study causes, effects, and tradeoffs—all in seconds, instead of hours or days. The Apple III Information Analyst—a powerful productivity tool for every manager and professional.

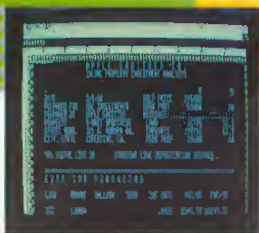
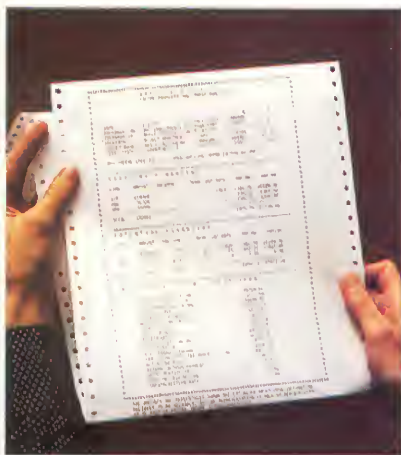
*VisiCalc™ is a trademark of Personal Software, Inc.

Flexibility and Simplicity

VisiCalc III provides an electronic ledger sheet for words, numbers, and formulas—enough for a five year forecast. It offers the built-in functions—average, net present value, and many more—that you need to get the job done with a minimum of effort. Calculations are performed simply by entering formulas and data. Your Apple III delivers the answers automatically and instantly. And VisiCalc III is easy to use. You don't need to be a programmer or computer specialist to receive full benefit from its every feature. Its comprehensive operating manual provides step-by-step instructions and real-world examples—so you can apply VisiCalc III to your own needs immediately.

Adaptability and Versatility

With the Apple III Information Analyst System and VisiCalc III, you can ask "What if...?" questions to determine how different circumstances or variables will affect your numbers. For example, imagine that you've created a business forecast model that takes your Gross Profit, Cost, and Net Income into account. Sometime later, you become concerned about an increase in interest rates. You begin to wonder what the impact would be if your vendors decided to raise finance charges by 2%. With a few keystrokes, the Apple III will update your forecast based on this assumption, and display the new information for your review. All that number-crunching with no paper, no pencil, no eraser, no calculator, no frazzled nerves—and no waste of valuable time. Go ahead. Say "What if...?". Apple III will do the rest.



and more...

Speaking the Language of Business

You don't need to be a programmer to enjoy big benefits from the Apple III Information Analyst System. But, if you want to program, Apple Business BASIC lets you create software tailored to your precise needs. This language is easy to use and is compatible with thousands of available BASIC programs, so you'll have a head start in creating your own. A particular benefit of this "human engineered" language is its formatting capability. With Apple Business BASIC, your reports can't help but look good!

The Information Analyst Package

The Apple III Information Analyst contains everything you need to put the system to work for you today. With your order, you'll receive:

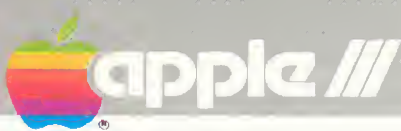
System Hardware

- Apple III Professional Computer System with built-in disk drive, calculator-style numeric pad, keyboard, serial (RS232) and Apple Silentype thermal printer interfaces, and 128 K bytes RAM;
- A second Apple Disk III disk drive; (optional)
- A 12", high-resolution, video monitor.

Software

- Apple's Sophisticated Operating System (SOS);
- VisiCalc III;
- Apple Business BASIC.





Design the System That's Right for Your Needs

Apple offers accessories and software programs for all your personal computing requirements. Choose the ones you'll need to make your Apple III work best for you. Here's just a sample of what's available.

Printers

The Apple Silentype thermal printer provides draft-quality text and graphic output on paper—at a very affordable price. This compact, versatile unit is portable and flexible, because it receives both its power and intelligence from your Apple computer.

For letter quality printing, Apple offers a fast, daisy-wheel printer. A choice of type styles and carbon or cloth ribbons further complements its text and graphics capabilities.



More Storage

Need more storage on-line? The Apple III can support up to three external Disk III drives without the need for additional hardware or software. (Your first Disk III is built right into the Apple III computer.)

From the Apple Software Bank

Use Apple's Word Painter™ software to open up your paperwork bottleneck. This word processing package for the Apple III handles everything from simple memos to lengthy manuals. Word Painter's professional editing capabilities allow you to manipulate words, sentences, paragraphs, and even whole pages of text. Normally cumbersome operations—centering, indenting paragraphs, searching for and replacing information—are all automatic. Word Painter is a perfect companion to the Apple III Information Analyst to increase the value of your time.



Ask the Expert Your Local Apple Dealer



Apple has an extensive network of dealers and service centers. There's probably one near you. Your local dealer understands your needs and is in the best position to individually address them.

If you want to learn more about the Apple III Information Analyst, visit your dealer for a personal demonstration. Talk with him about what you want your system to do for you. Then tell him you want to put an Apple to work. He'll do the rest.

**authorized
dealer**



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